

# MailUp for Salesforce

## Overview

Using **MailUp for Salesforce**, the connector that links your Salesforce and MailUp account, you can ensure a high level of deliverability for your Salesforce Campaigns, leverage MailUp's message editing tools, and easily import campaign statistics back into Salesforce.

Install the [MailUp for Salesforce connector](#), and you will be able to easily send professionally designed email campaigns to your contacts and retrieve campaign statistics back into your Salesforce organization.



## Features summary

The MailUp for Salesforce connector includes the following features:

- Create a new campaign in Salesforce and "push" the members to a new Group in MailUp with one click
- Create a message linked to the Salesforce campaign, and edit it in MailUp using professional email message editing and testing tools (e.g. dynamic content, spam check, preview in multiple email clients, etc.)
- Check campaign results directly from Salesforce, in a pop-up window that displays data coming from MailUp: Opens, Unique Opens, Clicks and Bounces
- Import more detailed campaign statistics into Salesforce and display them both at campaign and campaign member level

## How to Install, Manage campaign recipients and Create Messages

- [Salesforce connector: installing](#)
- [Salesforce connector: creating a campaign](#)

## Latest version and changes

**Version 2.3** - May 2018 [Install >](#)

- Improved performances
- Improved authentication method
- New setting: extend scheduled statistics retrieval from Mailup up to 120 days

**Version 1.72** - Apr 2015

- Added multi list population in campaign
- Resolved "Uncommitted work pending" message

**Version 1.7** - Oct 2014

- Field mapping validation to avoid mapping errors

**Version 1.24** - May 2014

- Ability to import Groups from MailUp into Salesforce
- Data sync: If the contact already exists in Salesforce, data in mapped fields will be updated.
- Ability to set feature access permissions at the user level

**Version 1.23** - July 2013

- Ability to schedule a daily call to MailUp to retrieve statistics from sent messages (you can schedule it in your configuration tab)
- Email Opt-out field populated in Salesforce when a contact or lead unsubscribes in your MailUp account
- Fix of a bug related to the View report button not showing the correct page

## Salesforce version requirements

The connector can be used with the following Salesforce editions: **Enterprise, Unlimited, Performance, Developer.**